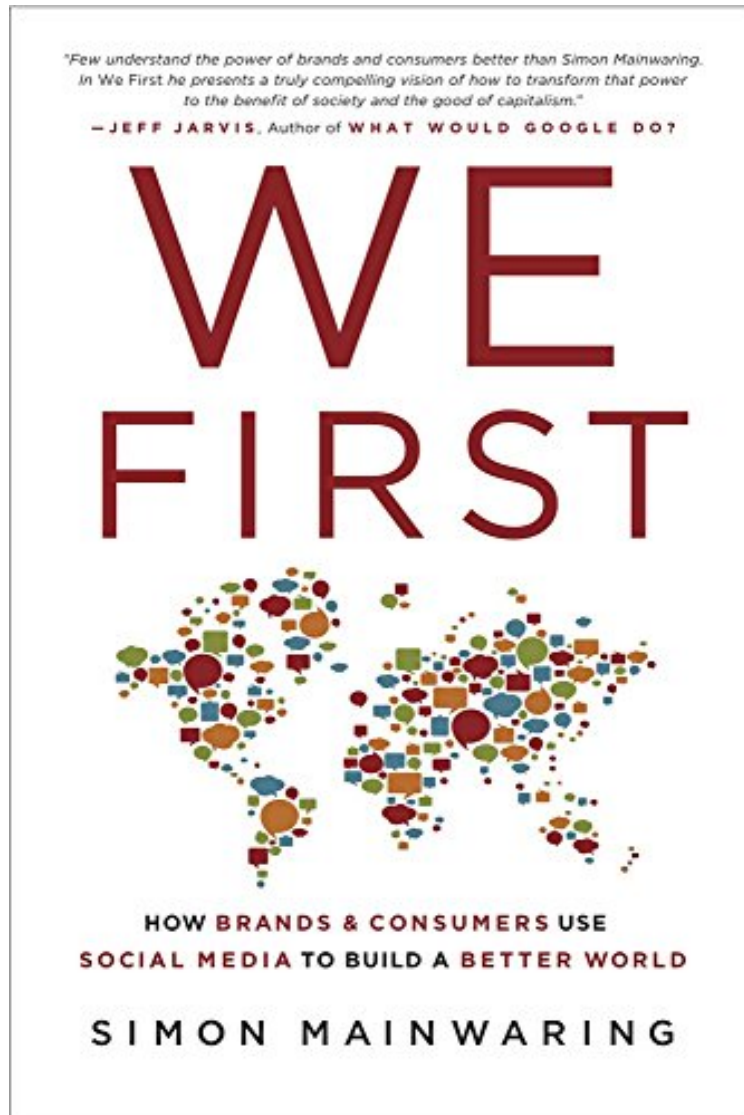


# We First: How Brands and Consumers Use Social Media to Build a Better World

Simon Mainwaring

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**Simon Mainwaring : We First: How Brands and Consumers Use Social Media to Build a Better World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised We First: How Brands and Consumers Use Social Media to Build a Better World:

0 of 0 people found the following review helpful. Purpose-Driven Leadership By Duffsgal Simon Mainwaring is going to be a speaker at our regional conference soon. I decided to read one of his books to get a fuller sense than one gets from a YouTube video. This is a very thoughtful treatise on how consumers are changing their interactions with

corporations and how corporations are adopting purpose-driven outcomes that better society, instead of just going for bottom line profits. The job isn't done. I am impressed, however, of how Mainwaring links the historical basis of consumerism with the social media movement. Definitely worth a read. 0 of 0 people found the following review helpful. Great book! By John W. Pollock This was a great book for marketers, consumers, and people interested in sustainability. I read this book for a marketing class and I will definitely reread the book because it is packed with valuable information. 1 of 2 people found the following review helpful. Short-sighted By Geoffrey D. The author glazes over challenges of social organizing by focusing simply on rebutting critiques of weak ties made by Gladwell and ignoring contentions uncovered by the latest academic studies of social media. The author's solutions rely on a great leap from the current state of social networks -- where a select few influencers in media and celebrity lead discussions and users only communicate in like-minded bubbles--to the idealistic flattened democratic community of open-minded socially conscious global citizens. Finally, the ultimate solution is a geopolitical nightmare of organized concentrated power which I hope never comes to fruition.

Named Strategy + Business best marketing book of 2011 A social media expert with global experience with many of the world's biggest brands -including Nike, Toyota and Motorola- Simon Mainwaring offers a visionary new practice in which brands leverage social media to earn consumer goodwill, loyalty and profit, while creating a third pillar of sustainable social change through conscious contributions from customer purchases. These innovative private sector partnerships answer perhaps the most pressing issue facing business and thought leaders today: how to practice capitalism in a way that satisfies the need for both profit and a healthy, sustainable planet. Mainwaring provides case studies from companies such as PG, Walmart, Starbucks, Pepsi, Coca-Cola, Toyota, Nike, Whole Foods, Patagonia, and Nestle; as well as a bold plan for how corporations need to rethink their strategies.

"Few understand the power of brands and consumers better than Simon Mainwaring. In *We First* he presents a truly compelling vision of how to transform that power to the benefit of society and the good of capitalism." --Jeff Jarvis, author of *What Would Google Do?* and *New Media* columnist for *The Guardian* "We First lays out a movement to transform corporate America, providing plenty of food for thought for the business leaders of today and tomorrow." --Tony Hsieh, *New York Times* bestselling author of *Delivering Happiness* and CEO of Zappos.com, Inc. "Simon Mainwaring shows how to use social technologies to create and deepen business relationships, which in turn drive profits. Put meaning back into your business by buying this book. Actually, buy two and give one away to someone who is also yearning to take their business to the next level." --Charlene Li, author of *Open Leadership* and Founder of Altimeter Group "Simon is the new master of the 'three wins' - for your company, for you customers and for the planet. He shows us clearly that companies that mean more actually make more, turning customers into their most important evangelists. Today, values count as much as value, and Simon shows us how to find, foster and share the best of both." --Steve Hayden, Vice Chairman, Ogilvy Mather Worldwide "Simon Mainwaring has a deep and powerful understanding of social media and presents great opportunities to use it for real change. In *We First*, his approach inspires and empowers both brands and consumers with innovative solutions to some of the biggest challenges facing our world." --Scott Harrison, Founder of charity: water "Social media -- viral, borderless -- is the perfect vehicle to promote 'contributory consumerism,' and Mainwaring has fascinating suggestions for technological innovation and systemic change... the author's enthusi..."